I want to be #1 on Google™

Course Overview:

Search Engine Optimization (SEO), is one of the most cost effective digital marketing strategies as it can deliver hundreds of targeted leads per day to your business for free for long time.
This SEO training course is a proven step by step guide to achieve top ranking in Google search.
Everything is explained in best practices model and all tools recommended are free!

What will you learn ?

By the end of this course you will be able to do the following :
- How to monitor your web site ranking and tune its results.
- How to use Google tools like Webmaster tool and Analytics.
- How to use off-page rank factors to support web site ranking.
- How to optimize web site content to meet Google rank factors.
- Understand the weight of each rank factor to Google indexing technique.
- The important of the search key phrases and how to select the perfect ones.
- Understand how search engines work and its crawling techniques and technology.

Who should attend ?
- Digital marketing team
- Branding team
- Content creators
- Marketing team
- Web designer
- Web developers

12 Total Course **HOURS**

3 DAYS (4:00 *hrs* each)

Course content:

How Search Engines Work?

- How search engines work
- Crawlers, robots, and spiders
- Search engines and directories
- Definitions, glossary, and trends
- Indexing and ranking algorithms

Keyword Research

- Google keyword planner tool
- How to identify buyer personas
- Understanding keyword research
- Keywords targeting and prioritize
- Evaluate keyword competitiveness

Off-Page Optimization

- Quality back- link building
- Social media referrals importance

Monitoring and tuning

- SEO marketing tools
- Google web master tool
- Google analytics monitoring

ON-Page Optimization

- URL structure optimization
- Dynamic content optimization
- HTML sitemap.xml file creation
- Images and alt tag optimization
- Content writing for search engine
- Meta-Data keyword optimization
- Interlinking pages, outgoing links
- Heading and content optimization
- Understanding on-Page rank factors
- Title and Meta-data tags optimization

For more information you can contact:

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